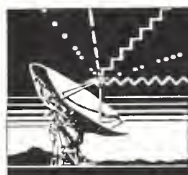


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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

GPO

Program

Letter No. 2733

September 29, 1995

ADMINISTRATION OPPOSES LIMITS ON ETHANOL -- Agriculture Secretary Dan Glickman announced (September 27) the Clinton Administration's strong opposition to Congressional efforts to reduce or repeal the ethanol tax exemption. Glickman said, "We believe that Congressional efforts to reduce or repeal the alcohol fuels tax exemption would reduce or eliminate investment in ethanol production facilities, effectively halting a period of unprecedented growth in the industry." Glickman said the result would be a decline in ethanol production of as much as 50 percent from current projections and a significant decrease in the income of America's corn farmers. USDA estimates that corn net farm income could decline by \$3.6 billion over the seven year period of fiscal years 1996-2002, compared with levels currently projected. USDA has estimated that increasing ethanol production from the current level of 1.5 billion gallons to 2 billion by the year 2000 could create as many as 28,000 jobs, mostly in the rural Midwest. Secretary Glickman said, "Ethanol is an important source of domestically produced renewable energy and the Clinton Administration is committed to supporting its continued growth. We will continue to strongly support the ethanol tax exemption in current law." **Contact: Tom Amontree (202) 720-4623.**

NEW REPORT RELEASE TIMES -- USDA will begin releasing seven dairy, grain and oilseed-related reports in the morning, rather than in the afternoon. This will give U.S. futures exchanges the first opportunity to trade based on information contained in the reports. The morning release times will begin later this year. Secretary Glickman said, "In an increasingly global marketplace, we need to make sure that our information is released not only in a timely manner, but at a time that makes the most sense for information users." The reports affected by this announcement include: *Daily Export Sales Announcements*, *Weekly Export Sales Report*, *Export Enhancement Program*, *Sunflower Seed Oil Assistance Program Initiatives*, *Grain Export Inspections*, *Dairy Export Incentive Program Initiatives*, and *Cottonseed Oil Assistance Program Initiatives*. **Contact: Johna Pierce (202) 720-4623.**

FOOD STAMP FRAUD CRACKDOWN -- "Operation Checkout" is part of Agriculture Secretary Dan Glickman's initiative to combat fraud in the \$27 billion food stamp program. In the first seven weeks, "Operation Checkout" has resulted in the indictments, arrests or convictions of 106 individuals. During this fiscal year, approximately \$110 million in fraud has been identified. "Abusers of the program will not be tolerated," Glickman said. "'Operation Checkout' is an example of what the Clinton Administration is doing and will continue to do to ensure that food stamps get to the people -- and children -- who really need them." On September 22, a Chicago grocery store owner was arrested for defrauding the food stamp program of approximately \$1.3 million. Eighty people also were arrested in Brownsville, Texas and Ocilla, Georgia for trafficking in food stamps. **Contact: Tom Amontree (202) 720 - 4623.**

TO RUSSIA FOR HONEY BEES -- U.S. Department of Agriculture scientists are looking to far-eastern Russia for honey bees that have genetic resistance to the damaging varroa mite in this country. Thomas E. Rinderer of USDA's Agricultural Research Service said the initial analysis of bees collected in the Primorsky region indicates they may be more resistant than their U.S. counterparts to the varroa mite. Beekeepers in Primorsky only treat once a year for varroa mites. U.S. beekeepers usually must treat twice a year. Colonies in Primorsky had far fewer mites compared to U.S. colonies last fall. Rinderer and other USDA researchers are working on the project in cooperation with Russian scientists. If the resistance of the bees in Russia proves to be significant, then they'll be brought to the U.S. through quarantine for further testing and possible release to U.S. beekeepers. Within the U.S. honey bee colonies, the varroa mite has taken a dramatic toll since it came into the country from Mexico in the mid-1980's. **Contact: Sean Adams (301) 344-2723.**

EATING MORE FRESH FRUIT -- Americans' consumption of fresh fruit hit a record high of more than 100 pounds per person in 1994. That was not enough to boost total per capita fruit consumption which fell to 276.5 pounds in 1994, from 278.2 pounds in 1993. USDA analysts say per capita consumption is not likely to post a substantial gain in 1995. Near-record citrus output is pressuring prices and boosting orange juice consumption. But noncitrus fruit production is down in some western states and export demand is high. California stonefruits, pears and strawberries were damaged by storms early in 1995, bringing shipments down and prices up. Fresh-market apple consumption is expected to decline in 1995 due to a smaller Washington crop and higher export demand. **Contact: Diane Bertelson (202) 219-0887.**

NEW STRAWBERRIES FOR 1996 -- Mohawk, Northeaster and Delmarvel are three new strawberry cultivars that will be available to farmers and gardeners for the 1996 season in some parts of the country. USDA Agricultural Research Service geneticists and their cooperators released the cultivars to nurseries last year. All three are early-maturing and disease resistant. In June, the plants produce firm, tasty fruit for shipping as well as for local fresh markets. Delmarvel appears best suited for the mid-Atlantic region. As the name implies, Northeaster does well in that part of the country and is suited for freezing as well as fresh market. Mohawk is also suited to the northeastern U.S. and southeastern Canada. **Contact: Gene Galletta (301) 344-5652.**

KIT FOR FUNGICIDE RESIDUE -- A new kit just entering the marketplace can verify that fungicide residues on the surface of fruits and vegetables are within safe levels. The fungicide--thiabendazole--protects potatoes, apples, bananas, lemons, oranges and other produce from mold and rot. USDA Agricultural Research Service researchers and colleagues from Millipore/Immuno-Systems in Bedford, Massachusetts developed the kit. It will simplify safety checks by regulatory agencies, food processors, retailers and growers. **Contact: David Brandon (510) 559-5783.**

FAX -- For radio and TV programming information and the **Broadcasters Letter** through your facsimile machine, call USDA's AgNewsFax. Use the telephone connected to your FAX machine to call **(202)690-3944**. At voice prompts press **1**, press **4**, then to receive **Broadcasters Letter**, press **9200**; radio newslines information, press **9250**, TV contents billboard, press **9260**, TV scripts, press **9270**. After all your selections, then press **#**, press **3**, and press the **start** button on you FAX machine.

EDITED BY LYNN WYVILL

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FROM OUR RADIO SERVICE

AGRICULTURE USA # 2000 -- The Japanese market is booming. On this edition of Agriculture USA, Lori Spizka talks with a U.S. trade expert about the expanding market for U.S. products. **(Weekly cassette -- five minute documentary).**

CONSUMER TIME # 1479 -- The fall season and your lawn. Biodegradable plastic. Early poultry outlook for the holidays. The rice bran story. The "tree of joy." **(Weekly cassette -- consumer features).**

AGRITAPE # 1992 -- 1995/96 world sugar production and consumption forecast. The Japanese market is ripe for the picking. Dairy outlook. Face branding on cattle and bison is eliminated. Agriculture Secretary speaks out about rural America. **(Weekly cassette -- news features).**

UPCOMING ON USDA RADIO NEWSLINE -- Tuesday, October 10, weekly weather and crop report; world agriculture supply and demand. Wednesday, October 11, world agriculture supply and demand(complete report); cotton and wool outlook; cotton trade. Thursday, October 12, oil crops outlook; rice outlook; wheat outlook; hog outlook; world agriculture production; world grain trade; world oilseeds trade. **These are USDA reports we know about in advance. Our newslines carry many stories every day which are not listed in this lineup.**

USDA RADIO NEWSLINES (202) 488-8358 or 8359.
COMREX ENCODED (202) 720-2545

Material changed at 5 p.m., ET, each working day and 10:30 a.m. on crop report days.

FROM OUR TELEVISION SERVICE

FEATURES -- Lynn Wyvill reports on reinventing USDA's Natural Resources Conservation Service to streamline headquarters and maintain strong field services. Pat O'Leary reports on a USDA-funded housing development for farm workers in Delaware.

ACTUALITIES: USDA meteorologist Bob Stefanski on the impact of the freeze in the Corn Belt and the weather outlook for the next 90 days.

SATELLITE COORDINATES FOR TV NEWSFEEDS:

There will be no satellite feed on Monday, October 2. Beginning next week, we will offer Thursday newsfeeds only at 3:45-4:00 p.m. ET. New satellite coordinates for newsfeeds beginning October 5: Telestar 303, Transponder 5H (horizontal), Channel 10, Downlink Frequency 3900 MHZ, Audio 6.2 and 6.8.

*Comments and suggestions are welcome regarding USDA broadcast services.
Call Larry A. Quinn, (202) 720-6072; write 1618-S, USDA, Washington, D.C. 20250-1300.*

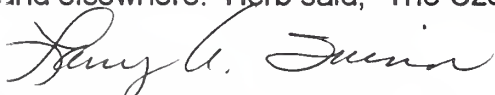
OFF MIKE

BUDGET PRESSURES...are being felt throughout Washington, and we are not immune. Our Office of Communications has experienced significant budget cuts that are forcing us to evaluate all the information products we send out. We are reviewing several options that would help cut our costs without placing undue burdens on those we serve. For instance, we are evaluating whether to continue printing and mailing this newsletter. As many of you know, it has been available electronically for several months. Or, if we continue to print it, we may condense it down to a two-pager. Another option would be to publish less frequently--either biweekly or monthly. We're interested in your suggestions. We know from your response to last year's survey that many of you value the information. We again invite your feedback on this letter and on any or all of our radio and TV services. You can fax suggestions to me at (202) 720-5773.

A TV SATELLITE CHANGE...begins the first week of October. We will offer only a single, weekly USDA TV newsfeed on Thursdays. We will no longer be repeating the TV actualities and features on the following Monday. We have surveyed our users this week and feel comfortable that most can accommodate this change. Any special concerns should be brought to my attention.

AG COMMUNICATOR AWARD...for Media was presented to **Max Armstrong** (WGN, Chicago, IL) by the National Agri-Marketing Association (NAMA) earlier this month during the NAMA Issues Forum in Washington.

EASTERN EUROPE TRIP...earlier this month included veteran Iowa farm broadcaster **Herb Plambeck** and other delegates from the Carolinas, Wisconsin, Idaho and Iowa. Eleven days were spent noting agricultural, conservation and environmental activities in the Czech Republic and elsewhere. Herb said, "The Czechs are struggling hard to adjust to freedom and democracy."



LARRY A. QUINN, Director
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